

# APPLE /// PRODUCTS CONFIDENTIAL DEALER PRICE LIST

JULY 15, 1983



Product	Description	Note	Sugg. Retail Price	Single and Multiple Quantities					
				1-3	4-9	10-19	20-39	40-79	80+
Apple /// Systems			(Each)						
† A3S0256	Apple /// 256K System (w/System Software)		2695.00	1617.00	1617.00	1617.00	1617.00	1617.00	1617.00
Apple /// Disk Drives and Accessories									
† A3M0004	Disk ///		435.00	306.00	300.00	295.00	287.00	280.00	273.00
† A9M0005	ProFile™ Disk Drive	3	2195.00	1425.00	1340.00	1315.00	1280.00	1240.00	1215.00
A3T0005	ProFile™ Accessory Kit for A///	3	N/A	110.00	110.00	110.00	110.00	110.00	110.00
A3T0305	ProFile™ Sales Kit	1	N/A	100.00	N/A	N/A	N/A	N/A	N/A
Apple /// Printers and Accessories									
† A3M0025	Daisy Wheel Printer	2	2195.00	1384.00	1341.00	1309.00	1292.00	1276.00	1259.00
A3C0351	Daisy Wheel Accessory Kit for Apple ///	2	N/A	21.00	20.00	19.00	18.00	17.00	16.00
† A2M0072	Daisy Wheel Tractor Forms Feeder		279.00	184.00	179.00	174.00	168.00	163.00	157.00
A2M0074	Multi-Strike Ribbon (DWP) (6/pack)		10.50	40.00	39.00	38.00	37.00	36.00	36.00
A2M0081	Printwheel, Boldface (6/pack)		13.75	53.00	51.00	50.00	48.00	47.00	47.00
A2M0079	Printwheel, Courier 10 (6/pack)		13.75	53.00	51.00	50.00	48.00	47.00	47.00
A2M0080	Printwheel, Gothic 15 (6/pack)		13.75	53.00	51.00	50.00	48.00	47.00	47.00
A2M0078	Printwheel, Prestige Elite (6/pack)		13.75	53.00	51.00	50.00	48.00	47.00	47.00
† A2M0058	Dot Matrix Printer	2	675.00	419.00	406.00	393.00	381.00	371.00	361.00
A3C0350	Dot Matrix Accessory Kit for Apple ///	2	N/A	21.00	20.00	19.00	18.00	17.00	16.00
A2M0077	Cloth Ribbon (DMP) (6/pack)		10.50	42.00	40.00	39.00	38.00	37.00	36.00
† A3M0001	Silentype® Thermal Printer		350.00	230.00	224.00	218.00	211.00	204.00	197.00
A3M0013	Silentype® /// Conversion Kit		40.00	26.00	26.00	25.00	24.00	23.00	23.00
A2C0001	Silentype® Paper (box/10)		4.50	30.00	29.00	28.00	27.00	26.00	25.00

## Notes:

- † - Products eligible for floorplanning.
- 1 - Only one kit per dealership.
- 2 - The Apple Printers (DMP/DWP) and Accessory Kits for A/// are included in the total Suggested Retail Price. The Accessory Kits are sold with printers and not as a stand alone product to the consumer.

- 3 - The ProFile Disk Drive and A/// Accessory Kit are included in the total Suggested Retail Price. Accessory Kits are sold with ProFile and not as a stand alone product to the consumer.



Product	Description	Note	Sugg. Retail Price	Single and Multiple Quantities					
				1-3	4-9	10-19	20-39	40-79	80+
Apple /// Monitors			(Each)						
† A3M0006	Monitor /// (12" B & W)		249.00	135.00	130.00	125.00	120.00	115.00	110.00
† A3M0039	Monitor /// (12" Green)		249.00	165.00	159.00	155.00	150.00	145.00	140.00
Apple /// Expansion and Interface Cards									
† D3D0098	Apple Softcard™ /// System		450.00	285.00	275.00	265.00	255.00	245.00	235.00
A3B0001	Apple /// OEM Prototyping Card		45.00	35.00	29.00	29.00	29.00	29.00	29.00
† A3B0002	Universal Parallel Interface Card		225.00	146.00	140.00	137.00	132.00	128.00	123.00
Apple /// Miscellaneous Accessories									
A2D0000	Blank Diskettes (box/10)		50.00/bx10	31.50	28.00	27.00	26.00	26.00	25.00
A2G0001	Diskette Vinyl Pages (10/pack)		8.50/bx10	5.00	5.00	5.00	5.00	5.00	5.00
A2G0002	Software Binder (12/box)		11.00	83.00	81.00	78.00	74.00	71.00	68.00
A3M0010	Cursor ///		59.95	38.00	37.00	35.00	34.00	32.00	31.00
† A3M0018	256K Memory Upgrade (Exchange)		600.00	520.00	508.00	496.00	496.00	496.00	496.00
A3M0019	Modem Eliminator Cable (5/box)		29.95	95.00	95.00	95.00	95.00	95.00	95.00
A3M0009	Vinyl Carrying Case		20.00	15.00	15.00	15.00	15.00	15.00	15.00

Product	Description	Sugg. Retail Price	Single Qty. Price	Master Pack Qty.	Master Pack Price
<b>Apple /// Business Software</b>		(Each)			
C3B0003	Apple Access ///	150.00	97.00	5	90.00
A3D0003	Apple /// Mail List Manager	150.00	95.00	5	90.00
A3D0024	Apple Speller ///	175.00	114.00	5	105.00
† C3B0001	Apple Writer ///	225.00	146.00	5	135.00
† D3D0001	BPI General Accounting	495.00	297.00	5	282.00
C3B0002	Business Graphics ///	175.00	113.00	5	105.00
† A3D0022	Professional Solution Software Box	350.00	200.00	N/A	N/A
A3D0020	Quick File ///	100.00	60.00	5	58.00
C3B0004	Script ///	125.00	81.00	5	75.00
† C3B0005	Senior Analyst ///	350.00	140.00	5	130.00
† A3D0002	VisiCalc® ///	250.00	165.00	5	150.00
<b>Apple /// Languages &amp; Operating Systems Software</b>					
A3D0004	Apple /// Business BASIC	125.00	80.00	5	75.00
† A3D0021	Apple /// COBOL	495.00	322.00	5	307.00
† A3D0005	Apple /// Pascal	250.00	162.00	5	152.00
C3S0001	Pascal Utility Library	75.00	48.00	5	45.00
A3D0018	Apple /// Record Processing Services	50.00	33.00	5	30.00



Product	Description	Sugg. Retail Price	Single Qty. Price	Master Pack Qty.	Master Pack Price
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### Apple /// Reference Manuals

(Each)

A3L0002	Apple Business Basic Manual Volumes 1 & 2 (5 sets/box)	30.00	90.00		
A3L0023	Device Driver Writer's Guide	25.00	15.00		
A3L0004	Pascal Introduction, Editor and Filer (8/box)	20.00	96.00		
A3L0005	Pascal Program Preparation Tools Manual (8/box)	20.00	96.00		
A3L0003	Pascal Programmer's Manual Two Volume Set (4 sets/box)	30.00	72.00		
A3L0027	SOS Reference Manual Two Volume Set	50.00	30.00		

### Apple /// Product Training Paks

C3Z0002	PTP - Apple /// Business Graphics	40.00	20.00	5	20.00
A3Z0002	PTP - Apple /// System Utilities	40.00	20.00	5	20.00
C3Z0001	PTP - Apple Writer ///	40.00	20.00	5	20.00
A3Z0001	PTP - Mail List Manager	40.00	20.00	5	20.00
C3Z0003	PTP - Senior Analyst ///	40.00	20.00	5	20.00
A3Z0002	PTP - VisiCalc® ///	40.00	20.00	5	20.00

### AppleCare Carry-in Service for Apple /// Products

A3G0020	Apple /// Personal Computer	240.00/yr	157.00/yr		
A3G0021	Disk ///	45.00/yr	30.00/yr		
A3G0022	ProFile™ Disk Drive	276.00/yr	180.00/yr		
A3G0024	Daisy Wheel Printer	228.00/yr	147.00/yr		
A2G0041	Dot Matrix Printer	120.00/yr	78.00/yr		
A2G0040	Silentype® Printer	48.00/yr	30.00/yr		
A3G0023	Monitor ///	18.00/yr	12.00/yr		
A2F0109	Registration Form 10/pack	N/C	N/C		

### APPLE /// SOFTWARE AND MANUALS

Software and Manuals qualify for an Apple Software credit. The schedule below is based on total dollar volume (net of returns) of software and manuals purchased during each Apple fiscal month. Credit is based on invoices (not including freight, insurance and special promotions except when noted).

MONTHLY DOLLAR  
VOLUME\*

CREDIT (% OF  
MONTHLY \$ VOLUME)

Up to \$3000	0%
\$3001. to \$6000.	3%
\$6001 to \$10,000.	6%
\$10,001. to \$50,000.	11%
\$50,001. to \$100,000.	15%
Over \$100,001.	20%

APPLE  
FISCAL  
MONTH

FROM

TO

July	July 2, 1983	August 5, 1983
August	August 6, 1983	September 2, 1983
September	September 3, 1983	September 30, 1983

\* Based on invoices net of returns, freight and insurance.



Product	Description	Qty. Per Pack	Max. Order Qty/Pack
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**Literature:**
**(Packs)**
**In-Store Use**

A2F0109	AppleCare Carry-in Service Registration Forms	10	1
A2F0122	AppleCare Carry-in Service Flyer	100	1
A2F0065	Co-op Claim Form	10	2
A2F0076	Co-op Prior Authorization Request Form	25	2
A2F0016	Co-op Radio/TV Sheet	1	10
A2F0010	Apple Collection Gift Catalog	25	1
A2F0006	Apple Logo Poster	2	5
A2F0001	Large Logo Decals	200	1
A2F0002	Small Logo Decals	200	1
A2F0126	Retail Price List	200	1

**Education**

A2F0004	Education System Flyer	200	1
A2F0123	Education News Vol. 4 No. 1	25	2

**Business**

A3F0078	Apple /// Professional Solution Take One Flyer	50	2
A3F0058	ProFile™ Take One Flyer	100	2

**Miscellaneous**

A2F0075	Intelligent Choices Flyer	50	2
A2F0017	OEM Program Brochure	25	1
A2F0125	Product Training Workshop Brochure	25	2



Product	Description	Qty. Per Pack	Max. Order Qty/Pack
<b>Data Sheets</b>		<b>(Packs)</b>	
A2F0036	Apple Business BASIC	25	2
A3F0086	Apple /// COBOL	50	2
A2F0053	Apple /// OEM Prototyping Card	25	2
A3F0035	Apple /// Pascal	25	2
A3F0125	Apple Speller ///	25	2
A3F0117	Apple Writer ///	25	2
A2F0047	Disk ///	25	2
A2F0110	Dot Matrix Printer	50	2
A2F0033	Mail List Manager	25	2
A2F0048	Monitor ///	25	2
A3F0057	ProFile™	50	2
A2F0073	Quick File ///	50	2
A3F0072	Record Processing Services	50	2
A2F0045	Silentype® Thermal Printer	25	2
A3F0069	SoftCard™ ///	50	2
A2F0037	Sophisticated Operating System SOS	25	2
A2F0051	Universal Parallel Interface Card (A///)	25	2
A3F0034	VisiCalc® ///	25	2

Product	Description	Note	Sugg. Retail Price	Single and Multiple Quantities					
				1-3	4-9	10-19	20-39	40-79	80+
Training Aids			(Each)						
† A3G0016	Apple /// . . . A Beginning Product Training Workshop		550.00	275.00	275.00	275.00	275.00	275.00	275.00
A3G0017	Apple /// . . . A Beginning Reference Workbook (25/box)		2.50	62.50	62.50	62.50	62.50	62.50	62.50
† A9G0050	Horizons Small Business Seminar		N/A	250.00	250.00	250.00	250.00	250.00	250.00
A9G0051	Horizons Seminar Workbook (25/box)		N/A	45.00	45.00	45.00	45.00	45.00	45.00
A9G0201	Apple Has The Answers (25/box)		1.50	15.00	15.00	15.00	15.00	15.00	15.00
A3G0004	Apple /// Management Demo Book		N/A	75.00	75.00	75.00	75.00	75.00	75.00
A2G0020	Personal Computer Demo Master		N/A	100.00	100.00	100.00	100.00	100.00	100.00
Sales Aids									
A2G0013	Apple Mylar Banner		N/A	10.00	10.00	10.00	10.00	10.00	10.00
A2G0033	Apple Plastic Carry Bags (200/box)		N/A	20.00	20.00	20.00	20.00	20.00	20.00
A2G0016	Apple Presentation Folders (10/pack)		N/A	7.00	6.00	6.00	6.00	6.00	6.00
A3G0014	Point-of-Sale Disk & Literature Rack	1	N/A	65.00	65.00	65.00	65.00	65.00	65.00
A3G0013	Point-of-Sale Display	1	N/A	70.00	70.00	70.00	70.00	70.00	70.00
A2G0045	Software Sells Poster (5/pack)		N/A	5.00	5.00	5.00	5.00	5.00	5.00



Product	Description	Note	Sugg. Retail Price	Single and Multiple Quantities					
				1-3	4-9	10-19	20-39	40-79	80+
Literature									
A2L0065	Apple In Depth Software Catalog (25/box)		3.00	20.00	20.00	20.00	20.00	20.00	20.00
A2L0051	Apple Mag. Vol.2 #1 (50/box)		2.50	33.00	25.00	25.00	25.00	25.00	25.00
A2L0057	Apple Mag. Vol.2 #2 (50/box)		3.00	35.00	30.00	30.00	30.00	30.00	30.00
A2L0059	Apple Mag. Vol.3 #1 (50/box)		3.00	37.50	37.50	37.50	37.50	37.50	37.50
A2L0061	Journal Courseware Vol. 1 #1 (5/pack)		5.95	21.00	21.00	21.00	21.00	21.00	21.00
A2L0062	Journal Courseware Review Issue (5/pack)		5.95	21.00	21.00	21.00	21.00	21.00	21.00
A2G0034	Personal Computers In Business Guide (25/pack)		2.95	20.00	20.00	20.00	20.00	20.00	20.00
A2G0035	Personal Guide to Personal Computers (25/pack)		2.50	20.00	20.00	20.00	20.00	20.00	20.00

**Notes:**

1 - To use display A3G0013 and A3G0014  
should be ordered together.

Apple, the Apple Logo, and Silentype are registered trademarks of Apple Computer, Inc.  
ProFile is Apple's trademark for its 5-megabyte mass storage devices.  
Softcard is a trademark of Microsoft Corporation.  
Visicalc is a registered trademark of VisiCorp.

This price list supercedes all previous price lists.  
Prices are subject to change without notice.  
Products subject to discontinuation without notice.  
Quantity prices apply to single delivery, single location.